



GREENVILLE EVENTS

TD ESSENTIAL MARKET
PRESENTED BY PRISMA HEALTH

WELLS FARGO RED, WHITE & BLUE

TD ESSENTIAL MARKET

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The Events and Cultural Affairs Department proposes opening the TD Saturday Market season on June 6 as the **TD Essential Market**. The modified format will allow the market to continue to offer fresh and local essential grocery items while still maintaining health and safety guidelines.





MARKET MODIFICATIONS

Proposed Opening:

Saturday, June 6

8 a.m. – noon (setup at 5:30 a.m.)

Main Street from Court Street to Washington Street

Vendors:

Maximum # of Vendors: 40

Court Street to McBee Avenue: Maximum of 18 vendors

McBee Avenue to Washington Street: Maximum of 22 vendors

Attendees:

Based off ratio guidelines in maintaining social distancing (5 people for every 1000 sq ft), we would limit attendance accordingly:

- Maximum of two vendors per booth = 80 participants
- General Public = 80 participants
- City Staff (Events, GPD, GFD) = Approximately 15
- Maximum = 175 individuals in the site at any given time



VENDOR SELECTION

CLASSIFICATION – Tiered System:

- Market vendors will be prioritized for participation based on SNAP (Supplemental Nutritional Assistance Program) guidelines.
- Of the 83 vendors accepted into the TD Saturday Market, 59 are compatible with SNAP guidelines, making them eligible for the TD Essential Market.
- In order to offer a varied and balanced market for the community, the TD Essential Market vendors will be categorized into two tiers: “Essential Food” and “Specialty Foods.”

Tier 1 (Essential Foods) **36 total vendors; 32 onsite each week**

- Produce & Eggs
(80% of products must be produce)
- Meats
- Fisheries
- Cheese
- Breads

Tier 2 (Specialty Foods) **23 total vendors; 8 onsite each week**

- Honey
- Pasta
- Specialty Processed Foods
(Canned/Juices/Sauces/Blends/Grits/Granola)
- Nursery (50% must be produce
producing plants or herbs)
- Sweets



SAFETY AND SECURITY

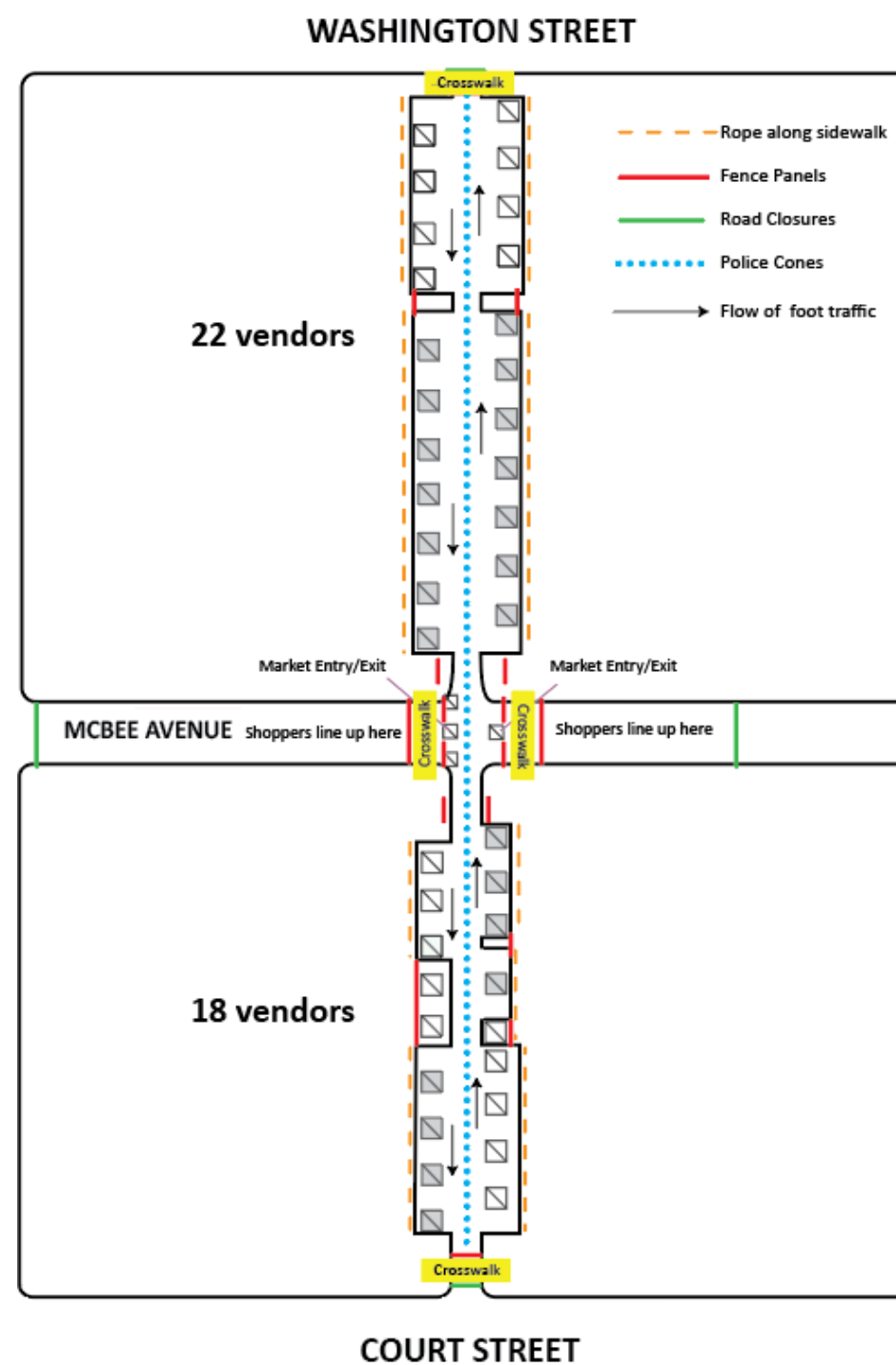
City staff and vendor guidelines in working the market:

- Temperature checks will be conducted prior to setup.
- Face masks must be worn at all times.
- Frequently handwash with soapy water and/or hand sanitizer at readily available onsite stations.
- Regularly sanitize highly touched surfaces, including tables, POS terminals, cash boxes.

Attendee guidelines to shop smart and safe at the market:

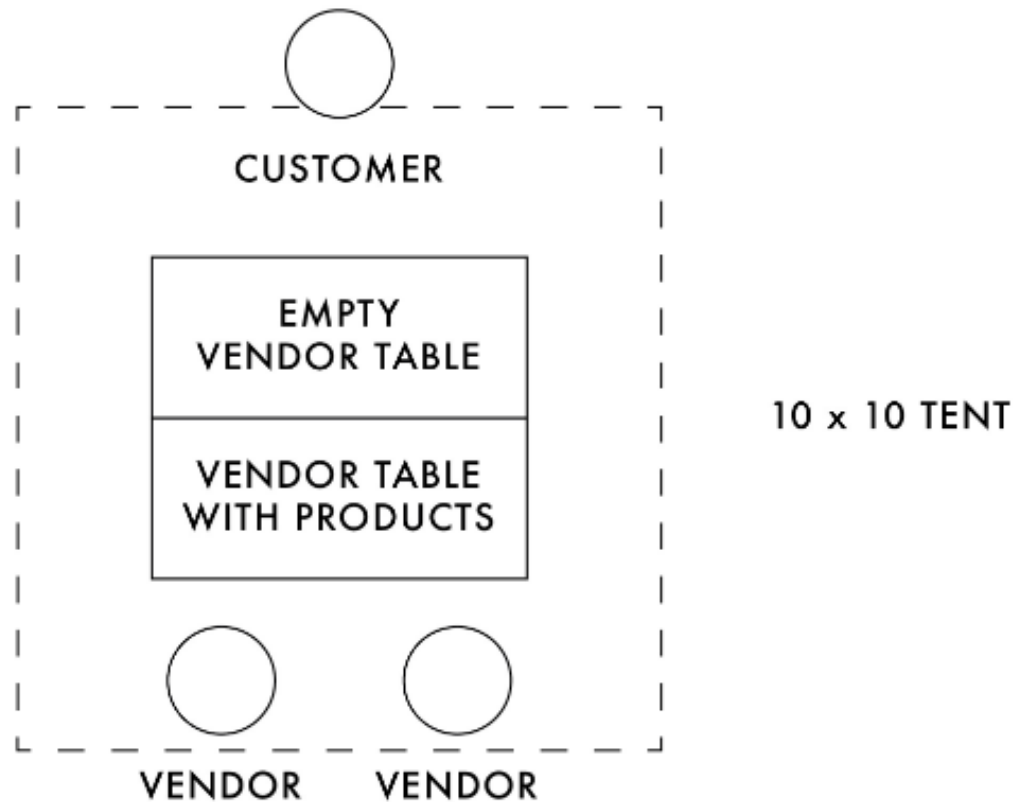
- Temperature checks will be conducted prior to entering the market site.
- A face mask must be worn at all times.
- Maintain at least 6 feet of social distancing from others. Watch for physical cues such as tape, cones and signs that are posted as a reminder.
- Wash hands often with soap and water at handwashing stations located throughout the event site.
- Shop as quickly and efficiently as possible to make space for others. Market staff and vendors may politely ask you to keep moving in an effort to serve as many shoppers as possible.
- Use a credit card or exact change when possible.
- Do not eat at the market. Take your purchases home to enjoy.
- Shop with your eyes only, vendors will handle items.

MODIFIED SITE



- Entrance and exit on McBee Avenue
- Fencing will be placed around the perimeter of the event site and at all crosswalks.
- Pedestrian sidewalk access will be maintained throughout the event site.
- GPD will be stationed at all major entrance points and have floaters within market.
- GFD to assist with temperature checks.
- Cones will be used to help with the general flow of traffic.
- An "X" in bright color tape will be placed in front of each market booth to indicate where the general public may stand.
- Events staff will be stationed throughout the site to direct traffic and help maintain social distancing guidelines.

MODIFIED VENDOR BOOTHS



- 10 x 10 tents (40 total)
- Two tables per booth (80 total)
- 10 ft between each vendor
- Maximum of two vendors per booth
- No sampling or prepared food for onsite consumption
- No music, entertainment, cooking demonstrations or public seating



MARKETING & COMMUNICATIONS

Comprehensive campaign that outlines recommendations on how to shop smart and safe at the market

Digital communications:

- Strategic social media campaign to include informational video content
- Revised website messaging
- Informational eblasts to City and events lists
- Virtual news conference with City officials and event partners

Media partnership promotions:

- WYFF 4 promo spot
- Ad placement in the Greenville Journal

Onsite signage:

- A-Frames, banners, signs at individual vendor booths

Additional:

- Media release
- Correspondence to downtown businesses
- Mandatory Webex orientation with participating market vendors that includes a “how to guide” in setting up contactless payment options such as Venmo



EVENT PARTNERS



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WELLS FARGO

RED, WHITE & BLUE

Wells Fargo Red, White & Blue is Greenville's premier 4th of July celebration, showcasing one of the largest firework shows in the state. The events team proposes relocating the launch site to the Downtown Greenville Airport. The venue change offers the ability to hold a smart and safe fourth of July event and continue a long-standing tradition that is symbolically important to recognize, especially during these difficult times.





RWB MODIFICATIONS

Proposed Date:

Saturday, July 4

5 p.m. – 10 p.m. (Fireworks Launch at 9:45 p.m.)

Greenville Downtown Airport

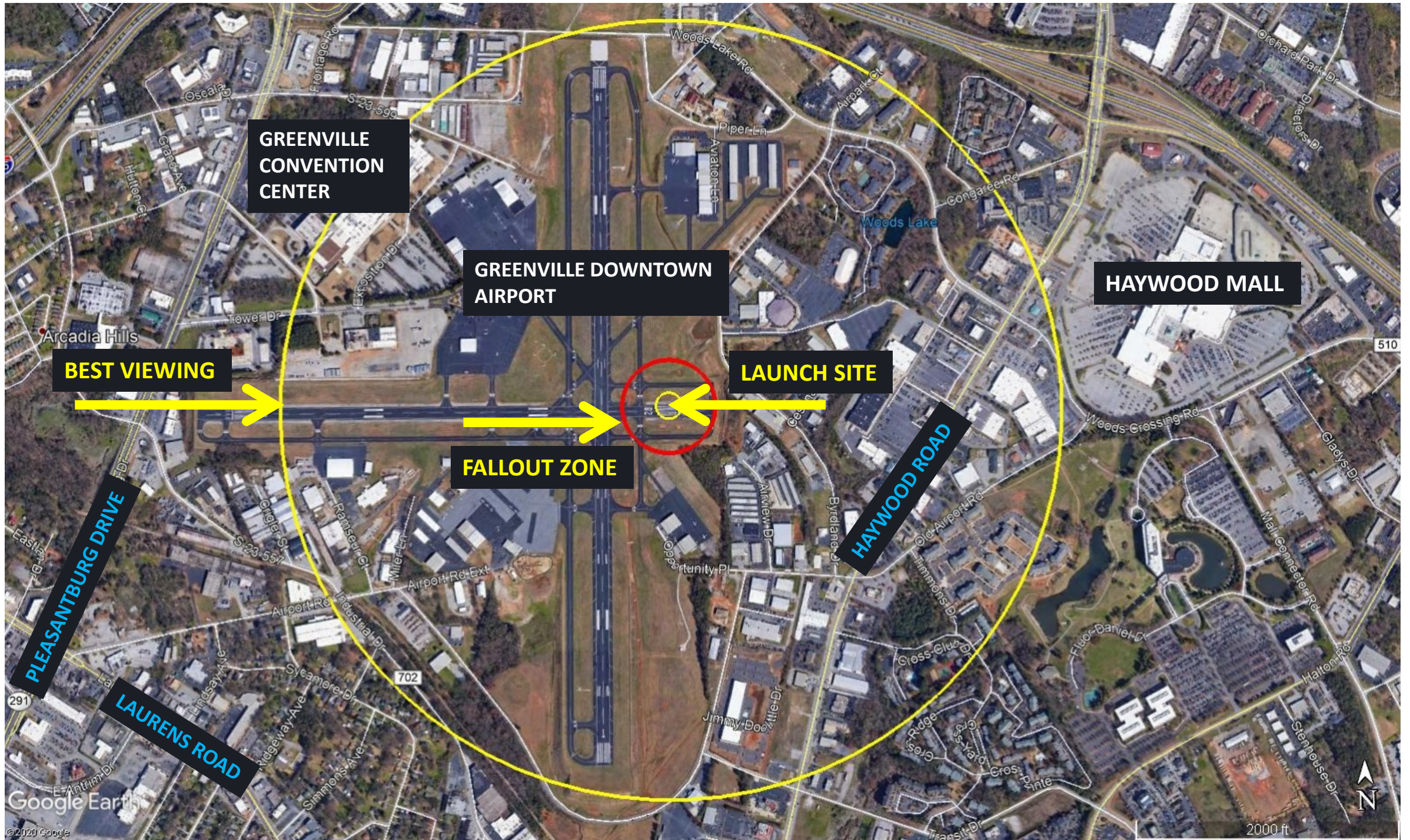
Virtual Viewing:

- Performances at AVL Solutions Warehouse & Greenville Downtown Airport Hanger (no live audience)
- Live-streaming of fireworks

Attendees:

Based off guidelines in maintaining social distancing, attendees could potentially view the fireworks from their vehicles from the following locations:

- Businesses located on Haywood Road, Pleasantburg Drive and Laurens Road
- Properties adjacent to the Greenville Downtown Airport





SAFETY AND SECURITY

Guidelines for adjacent businesses in hosting smart and safe viewing venues:

- A private event permit must be filled out for any business planning to hold a social distancing event on their property during RWB.
- Suggest property owners who are allowing attendees to park their vehicles on their property during the event leave a vacant space between each parked car.
- Large tailgating events that do not meet social distancing guidelines are prohibited.

Guidelines for the general public in watching fireworks at an adjacent business:

- Park legally on private property.
- Maintain social distancing according to CDC guidelines.
- Keep spaces clean and free of trash while parking on private property.
- Large tailgating events that do not meet social distancing guidelines are prohibited.



MARKETING & COMMUNICATIONS

Comprehensive campaign that outlines appropriate social distancing messages and guidelines for parking at adjacent businesses

Digital communications:

- Strategic social media campaign to include informational video content
- Revised website messaging
- Informational eblasts to City and events lists
- Virtual news conference with City officials and event partners

Media partnership promotions:

- WYFF 4 promo spot
- iHeart Media radio promotions
- Ad placement in the Greenville Journal

Onsite signage:

- A-Frames and/or banners at major adjacent businesses

Additional:

- Media release
- Correspondence to businesses within the fireworks zone